HI, I'M MELISSA

A bit about me.

My name is Melissa Gandhi and I am a second year graphic design student at Nottingham Trent University. My particular speciality and interest is in hand drawn and printed graphics, as I feel it is important create design which can be felt, as opposed to creating a flat image on a computer screen, and this provides a good basis to later digitally manipulate and develop an idea. I also love the individuality that comes with design that is hand printed or drawn as it has a unique quality and the imperfections add character and identity. I am proficient in screen, lino and monoprinting as well as hand drawn typography which I often incoporate into my work. In addition, I also have skills in photography which often features in my work, and I am hoping to broaden my experience in food photography.

I am a keen supporter of the 'retro revolution' and emerging brands which are embracing vintage design as I love the rustic quality and more individual characteristics of traditional British graphics and icons from the late 1900s. I am currently working at The Pudding Pantry, a small independant coffee shop based in Nottingham, and starting to design hand written boards inkeeping with their quaint, handmade image.

A rebrand for Horlicks to update an aged and outdated design that does not appeal to the younger generations, and also to remarket the brand as a baking ingredient rather than a drink. I wanted the design to be inkeeping with British heritage due to the popularity of The Great British Bake off and the consequent surge in amateur and experimentational baking in recent years.

Typography experimenting in the use of a medium which reflects the meaning of a phrase. Icing sugar on baking parchment.

Logo experimentation for a website promoting independant coffee shops in Nottingham and educating people about the benefits of fairtrade coffee.

Loading screen for 'Wake Up' website.

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It is the 1980s and the Winshaw family are getting richer and crueller by the year: Newspaper-columnist Hilary gets thousands for telling it like it isn't; Henry's turning hospitals into car parks; Roddy's selling art in return for sex; down on the farm Dorothy's squeezing every last pound from her livestock; Thomas is making a killing on the stock exchange; and Mark is selling arms to dictators.

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V

THE HIEROPHANT

VI

THE LOVERS

VII

THE CHARIOT

IX

THE HERMIT

THANKS FOR LOOKING!